

Mountain View Record Sales, Incorporated

TOWER RECORDS

630 San Antonio Road, Mountain View, California 94040

MAY 11, 1982

TO WHOM IT MAY CONCERN:

TOWER RECORDS IN MOUNTAIN VIEW HAS HAD A REWARDING PROFESSIONAL RELATIONSHIP WITH KFJC FOR SEVERAL YEARS. SPECIFICALLY, WE HAVE UNDERWRITTEN SEVERAL HOURS OF PROGRAMMING EACH WEEK FOR ONE YEAR AND HAVE ADVERTISED IN THE PROGRAM GUIDE FOR THE PAST FOUR QUARTERS. THIS ENABLES US TO REACH A SEGMENT OF THE POPULATION THAT CANNOT BE REACHED THROUGH CONVENTIONAL ADVERTISING METHODS (IE: STANDARD COMMERCIAL RADIO TIME BUYS)

AS A FULL CATALOGUE RECORD STORE WE BENEFIT DOUBLY BECAUSE OF KFJC'S UNIQUE AND VARIED FORMAT WHICH EXPOSES MUSIC AND PROGRAMS WHICH HAVE VIRTUALLY NO OTHER OUTLET IN COMMERCIALLY DOMINATED RADIO. WE SELL CERTAIN RECORDS IN QUANTITIES AS A DIRECT RESULT OF KFJC AIRPLAY.

KFJC HAS ALWAYS GIVEN US OUR MONEY'S WORTH AND TOWER RECORDS INTENDS TO CONTINUE TO UTILIZE THE STATION AS A WAY TO REACH THE COMMUNITY.


RANDI MORTON, MANAGER